

The Eastern Shore Leadership Institute

A Committee of the
Salisbury Area Chamber of Commerce

For Immediate Release



Effective Leadership in Action series available for leadership training on the Shore this fall

SALISBURY, MD—September 11, 2026—Eastern Shore businesses and professionals have the opportunity to advance their leadership skills with the fall series of the Effective Leadership in Action program. This three-session series will present programs on effective communication in the workplace, methods to bridge generational differences regarding workplace knowledge and values, and leading your business AI implementation with clarity and confidence.

The Effective Leadership in Action sessions will take place on October 15, October 29, and November 12, 2026. The sessions are held from 9:00 a.m.–12:30 p.m. (with check-in 30 minutes in advance on the first class) at Wor-Wic Community College, a key partner of the Eastern Shore Leadership Institute.

From participating in the series, business professionals will be able to apply the following takeaways:

Session 1—Leadership Communication: Navigating Crucial Conversations

Explore the shared challenges within giving and receiving feedback and the role of feedback in strengthening workplace communication, inviting open dialogue, and acknowledging diverse perspectives. Presented by **Kevin Hughes**, Chesapeake Learning & Development, and adjunct facilitator at TidalHealth

Session 2—Bridging the Generational Gap in the Workplace

Identify the characteristics, influences, and values of various generations (e.g., Boomers to Gen Z) in the workplace and apply leadership approaches to engage this diversity to meet workplace challenges. Presented by **David Carey**, Probation and Parole Supervisor, Delaware Department of Correction; Adjunct Assistant Professor at Wilmington University; and Adjunct Instructor at Delaware Technical Community College

Session 3—AI at Work: Prompting with Purpose, Solving with Confidence

Learn the fundamentals of effective prompting and data use for practical decision making, embrace a hands-on opportunity to design an AI approach suitable for your workplace, and build confidence in AI tools. Presented by **Justin Kelley**, founder and CEO of IMPACT Technology Group

Individuals who complete the full series will earn a digital workforce training certificate badge through Wor-Wic Community College. Attending subsequent series will allow participants to build their leadership credentials. All courses are approved by the Maryland Higher Education Commission.

The Effective Leadership in Action series costs \$150 (plus an event registration fee), which includes lunch at each session. More information and registration for the series can be found through this link: <https://EffectiveLeadership-Fall2026.eventbrite.com>

The Eastern Shore Leadership institute, a significant work of the Salisbury Area Chamber of Commerce, advances leadership skill development for small- to medium-sized business and organizations across the Shore.

For more information, please contact:
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